



Macquarie Park Forum

19 February 2015

Agenda

- Welcome
- Presentation Macquarie University Master Plan
- Urban Activation Precincts (UAPs)
- Parramatta Light Rail
- Macquarie Park Special Levy projects 2015-16
- Marketing Group Update
- Connect Macquarie Park +North Ryde Update
- General Business

Macquarie University – Master Plan



Mark
Broomfield

Herring Road UAP



Council's submission raised concerns including:

- Traffic
 - Infrastructure
 - Built form
 - Density
 - Heights
 - Open Space
-
- Awaiting Determination

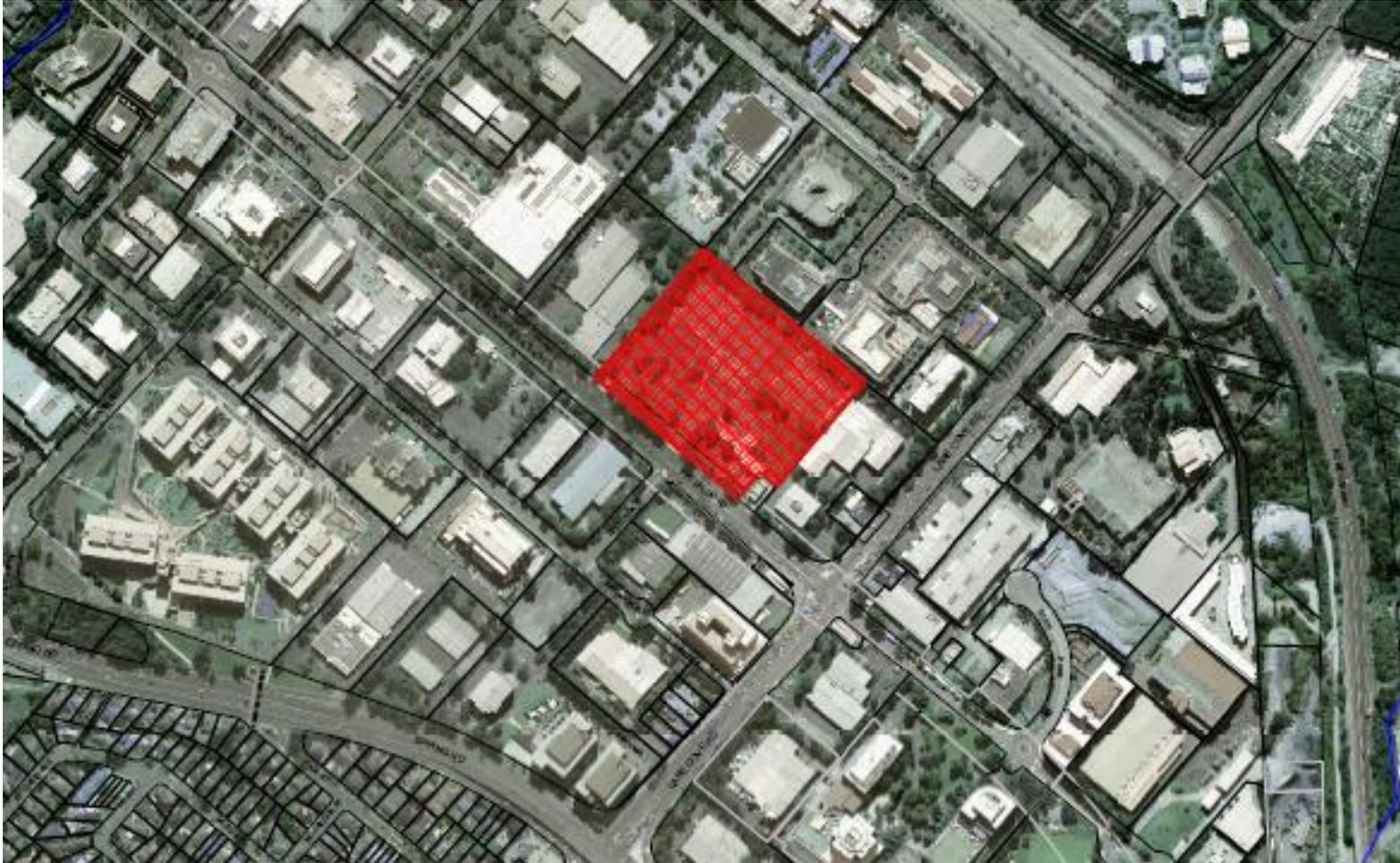
North Ryde Station UAP Lachlan's Line



New Park



43-61 Waterloo Road



4 hectare
site
1 hectare
open space

New Park – Green Space



keep an eye out in April for a survey regarding 'how you use open space'

Design yet to be developed... goal is to construct by mid 2017

Chatswood to Epping Rail Line Upgrade



Determination Report regarding REF released 16 February 2015

Report approved the upgrade, subject to conditions of consent

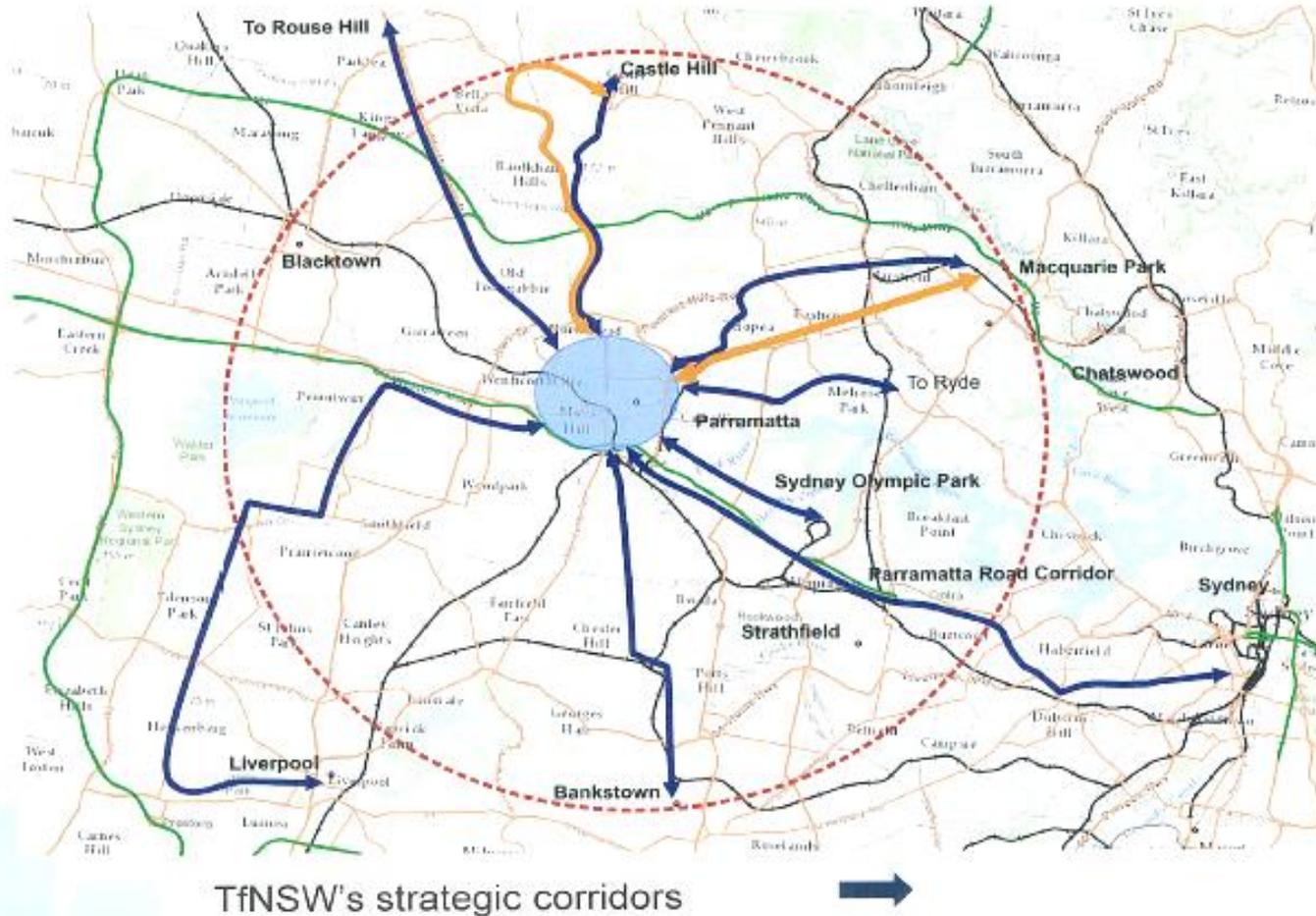
TfNSW has committed to work with the community on the Temporary Transport Plan

Light Rail - Minister's Announcement

\$1 Billion (initially \$400 million) - (\$10m for feasibility) set aside to accelerate work on light rail in Parramatta. The following 4 corridors have been short listed for further investigations: (from 10 considered)

- Parramatta to Macquarie Park, via Carlingford
- Parramatta to Castle Hill via Old Northern Rd
- Parramatta to Bankstown; and
- Parramatta to Sydney Olympic Park and Strathfield/Burwood

10 Corridors Considered



4 Corridors Short listed



Connections: The four possible light rail routes around Parramatta to be considered by the state government.

Where to from here?

Each of the short listed Corridors will be subject to:

- Feasibility level engineering/identification of design risks
- Identification of existing/future demand and land uses
- Transport assessment (inc patronage and traffic models)
- Initial costing/economic analysis

To establish which one of the four represents best option for light rail for the region

Transport for NSW – are meeting with each of affected Councils – to discuss local issues for consideration

Then What – Light Rail Options?

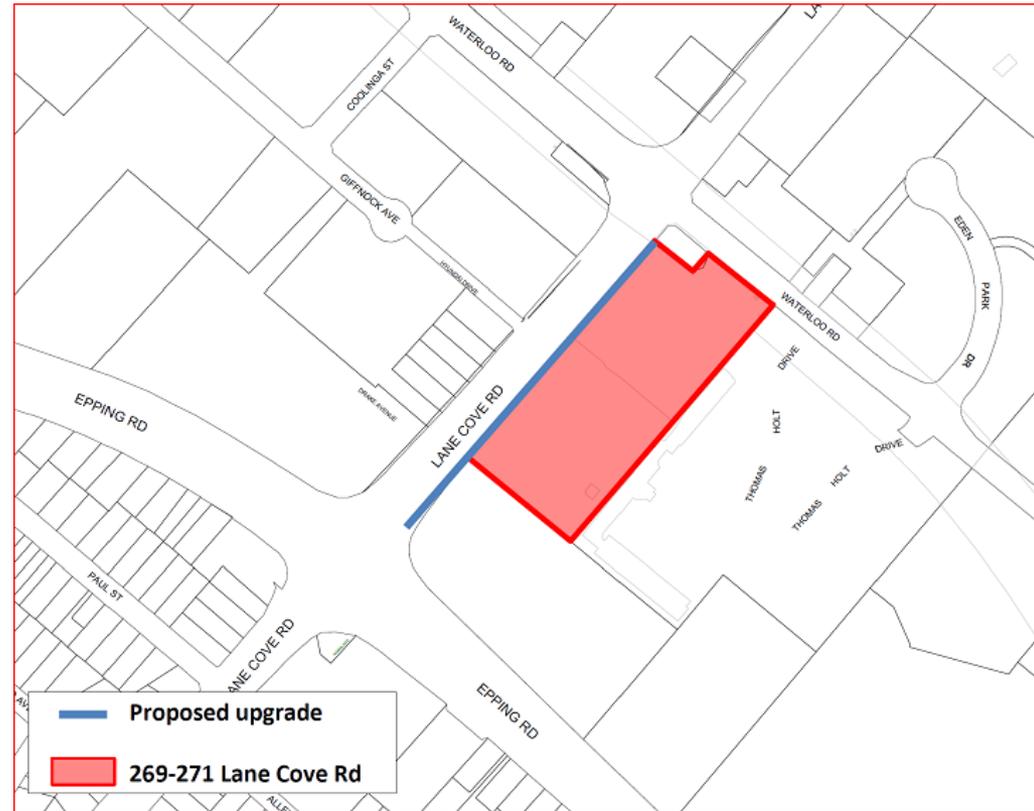
The preferred corridors will then be subjected to:

- Transport integration
- Engineering design
- Demand modelling
- Strategic cost estimates

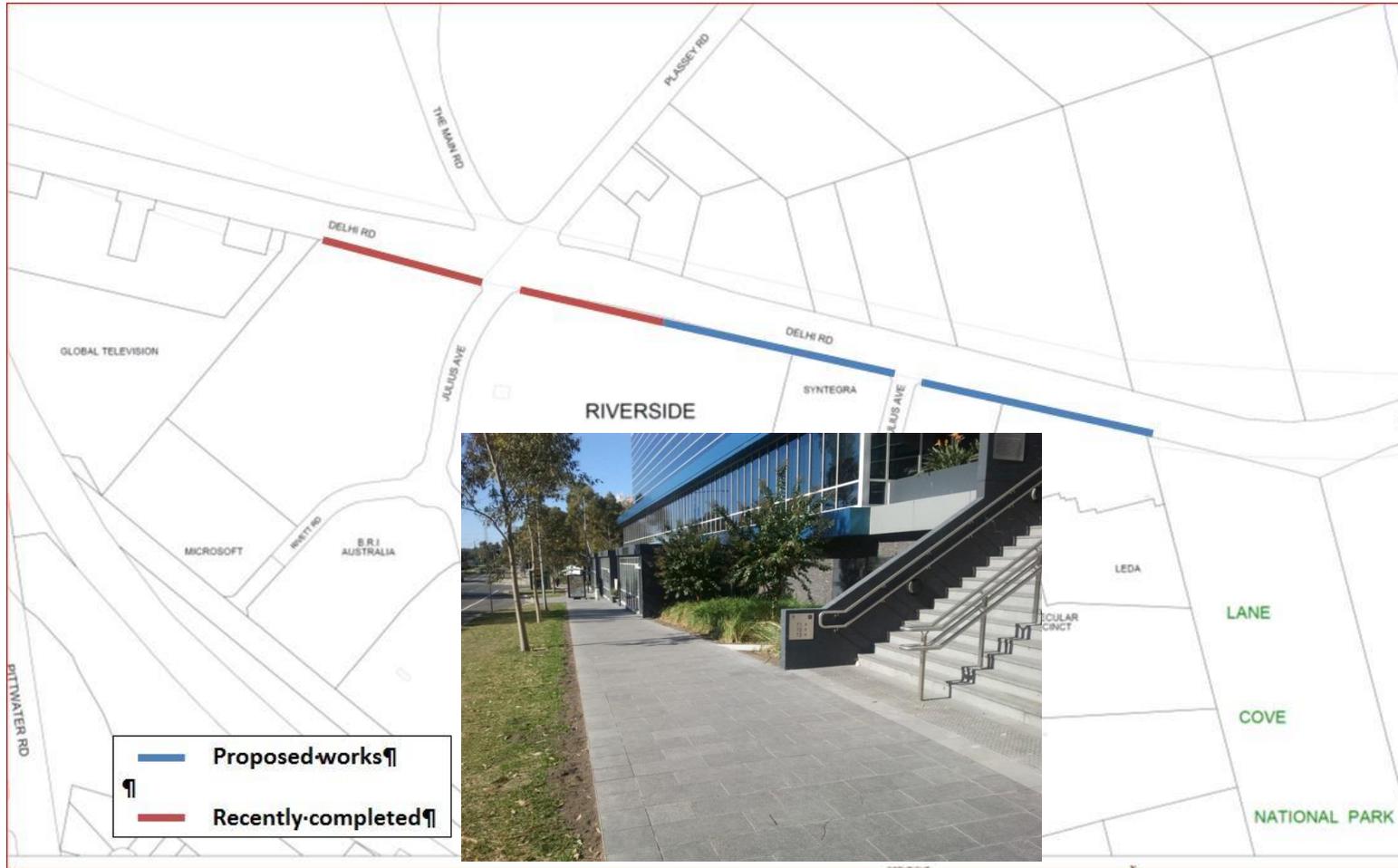
Macquarie Park Special Levy (MPSL)

Amendment to Program

- Lane Cove East upgrade (Waterloo to Epping Roads) deferred till 2016-18
- Monies transferred to complete Delhi Rd upgrade



MPSL- Delhi Road Upgrade



Four Year Delivery Plan

- Progress Update: Public Domain Upgrades in Macquarie Park

Waterloo Road – Coolinga Street to Khartoum Road



Waterloo Road – Coolinga Street to Khartoum Road



Waterloo Rd – Shrimptons Creek

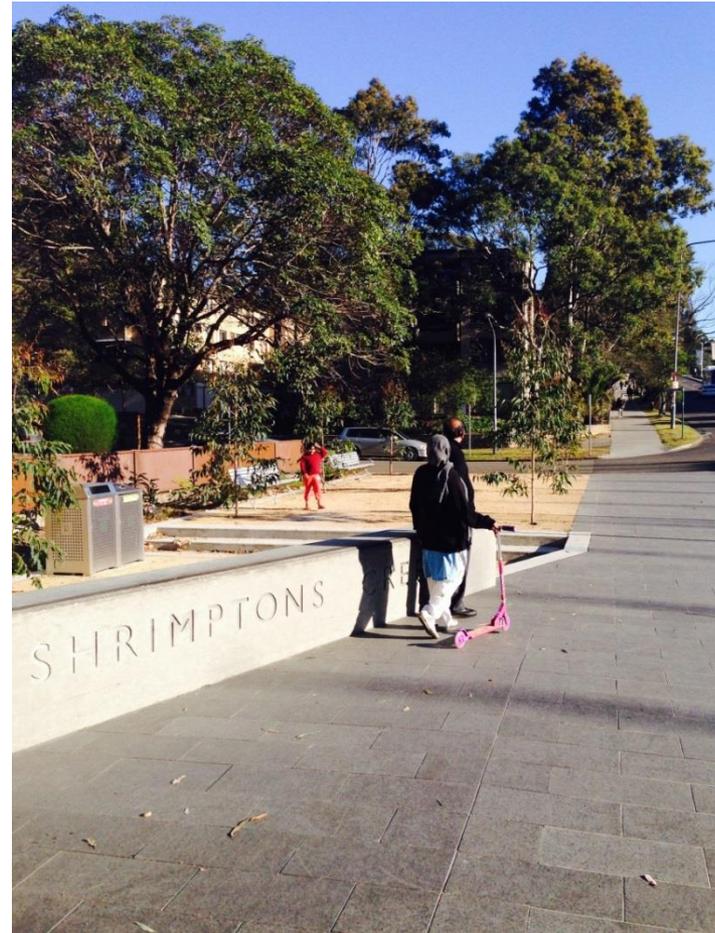


Before....

Waterloo Road – Shrimptons Creek



after



Elouera Reserve



Before....

Waterloo Road - Elouera Reserve



Delhi Road

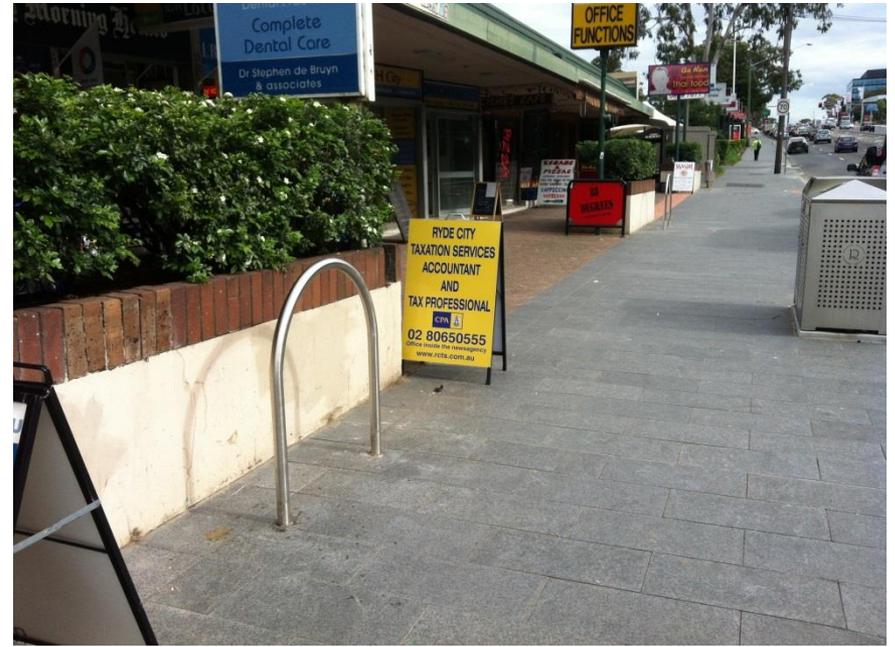


Before ...

Delhi Road



Lane Cove Road



Current Projects 2014- 15

- Complete missing link along Lane Cove Road (Canon Site)... in cooperation with Goodman
- Complete upgrade along Delhi Road from North Ryde Station to National Park
- Construct a footpath along the southern side of Julius Ave, North Ryde
- Construct a footpath along Plassey Road from Delhi Road into the National Park

Proposed MPSL Projects 2015-16

- Continue to support Connect Macquarie Park + North Ryde (TMA)
- Continue to support Marketing & Branding Initiatives eg food truck events in Macquarie Park
- Implement Pedestrian Access Mobility Projects – constructing refuges, kerb ramps, widening footpaths
- Install signage along shared paths across Macquarie Park – safety and access

Projects Cont'd

Byfield Street Upgrade (southern side)

- Paving
- Landscaping
- 10 Byfield (Holiday Inn) will contribute to upgrade in front of its site



Marketing Update

Agenda:

1. Macquarie Park Investment Prospectus 2015
2. Macquarie Park Marketing Group
3. Brief recap on 2014
4. Focus for 2015



Macquarie Park Marketing Group

The marketing vision for Macquarie Park is:

“To be recognised among target markets as Sydney’s premier location for employment and globally competitive business with strong links to Macquarie University and research institutions.”

Role of MPMG

- To support the shared marketing vision and objectives for Macquarie Park;
- Represent the marketing views and opinions of stakeholders;
- Providing input to marketing strategy and project delivery; and
- To provide a networking opportunity to share information.



Macquarie Park Marketing Group

Members include:

1. Peter Stewart, Macquarie Graduate School of Management (Chair)
2. Megan Nixon, Macquarie University
3. Denys Bizinger, Jones Lang Lasalle
4. Andrew Wheatley, Johnson and Johnson
5. Nicole Lestal, Goodman International
6. Sue Harris, Courtyard by Marriott
7. Emma Giammarco, Macquarie Centre

The Group reconvened on 11th Feb and elected Peter Stewart as the new Chair.



Recap on 2014

The marketing focus in 2014 was about 'brand awareness'.

Activities included:

- Adopted the brand “Macquarie Park: Connected + Smart”
- Macquarie Park Marketing Group
- Macquarie Park website with business directory
- Way-finding maps
- Smart pole banners
- ‘Meet Macquarie Park Guide’ X 20,000 copies distributed
- Macquarie Park eNewsletter
- Supported TEDx Macquarie University
- Macquarie Park video (2 minute & 30 sec versions)
- Sponsored NSW Property Council Breakfast
- Food truck event at Giffnock Ave



Macquarie Park Investment Prospectus 2015

- The Macquarie Park Investment Prospectus 2015 is complete
- Media Release
- Launch event planned for 2nd March at Optus
- Viewed online with a small print run



Focus for 2015

After discussion with Macquarie Park Marketing Group the desired focus for 2015 will be:

1. Events for employees (e.g. food trucks)
2. Communication with stakeholders about what is happening in the precinct (e.g. e-newsletters).
3. Consultation with stakeholders about what they'd like to happen in the future (e.g. consultation re Central Park).

We'll provide regular project updates to the Forum throughout the year.





Transport Management Association Update

Rebecca Lehman, Connect Macquarie Park + North Ryde

General Business

- Unified Ryde Short Films Project – Ritchie Howitt and Nathan Moulds
- ‘Business After Hours’ at Optus 2 March
...invitation to follow
- Other matters
- Next Meeting Thursday 7 May 2015